



For Immediate Release

Telepin Software Named One of 10 Mobile Companies to Watch
New study highlights Canadian mobile & wireless companies with market leadership and exceptional growth potential

Ottawa, CANADA, May 27 2010 – [Telepin Software](#), a leading provider of mobile money transaction platforms, today announced that it has been named by IDC Canada as one of **Canada's Mobile & Wireless Companies to Watch**. Telepin was selected from a wide pool of candidates due to its market reach, leadership and growth potential. IDC's study (IDC #CA2TIW10), provides insight into solutions, go-to-market strategies, partners, customers, and general trends in the mobile and wireless market, and their impact on Canadian startups.

“In developing markets, where the majority of citizens have no access to banking facilities, mobile banking offers huge opportunities for carriers,” said Krista Napier, Senior Analyst for Emerging Canadian Technology at IDC Canada. “In developed countries, mobile money provides an opportunity for value-added services and improved customer convenience. However, solutions need to integrate with existing infrastructure, minimize delay for end users, and offer scalability.”

Napier further explains, “Telepin’s solution enables mobile subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitates P2P money transfers, and allows for electronic bill payments. The solution puts a management layer into the operators' network so the operator can see the merchant ecosystem, and helps drive revenue for the mobile operator.”

Mobile money is one of the fastest growing market segments within the wireless space, with the GSMA estimating it at a greater than \$5 Billion global opportunity by 2012. However, with the growth of this market, particularly in unbanked areas of the world, operators are faced with numerous hurdles when it comes to delivering these services, including smart utilization of existing infrastructure and merchant distribution networks, fraud prevention, audit ability, and interoperability and compliance with existing financial systems.

Only Telepin offers a single platform for mobile operators to provide [mobile money services](#) to their subscribers while also meeting the needs of financial institutions and the merchant networks. The Telepin Cayman Transaction Platform enables operators to host all transactional services on a single platform; delivering financial services end-to-end that satisfy banks, independent financial service providers, and mobile operator requirements. The platform improves the capability to offer, seamlessly, new services to any subscriber base without the usual encumbrance.

"We are very pleased to be recognized in this IDC study as a mobile company to watch," said Vincent Kadar, CEO of Telepin Software. "The study clearly illustrates that mobile money is an exciting emerging market, and we are well positioned to capitalize on this global opportunity **and expand our base of tier one mobile operator customers, and strategic partners.**"

This IDC study is one of a series of documents that IDC publishes as part of the *Canadian Technology Innovation Watch* report series, which tracks Canadian ICT companies including software, hardware, services, and communications companies from across Canada. The series examines emerging companies, their solutions, and why they have been successful. For more information about IDC's series of reports on Canadian-grown ICT, visit: http://www.idc.com/getdoc.jsp?containerId=IDC_P15343

About Telepin Software

Telepin Software is a leading provider of mobile transaction platforms, providing mobile operators the most efficient and cost-effective way to control their distribution network, maximize revenues from mobile financial services, and deliver innovative mobile financial applications. **Telepin's Cayman Transaction Platform enables a full suite of electronic, transaction-based applications for mobile subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitate P2P money transfers, allow for electronic bill payments, and more, using multiple channel interfaces. Telepin's customer base includes tier-one operators in the Middle East, Africa, and the Americas. Telepin is completely self-funded, and has recently been recognized as OCRI's Startup of the Year, a Deloitte Fast 50 Company to Watch, Ottawa Business Journal's Fastest Growing Company for 2009, and a Red Herring Global 100.** For more information, visit: www.telepin.com or www.mobilemoneytransactions.com.

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